

Bundled Communications Services - UK - March 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The bundled communications market decreased slightly compared to last year, mainly due to the continued reduction in landline usage. Whilst quadplay bundles are currently niche, there is clear room for growth, with four in ten non-quadplay subscribers open to it. The appropriate target market for quadplay is Millennials and mid-contract incentives could encourage them to sign up.”

- Zach Emmanuel, Consumer Technology Analyst

This report looks at the following areas:

- Offering mid-contract incentives to engage and keep quadplay customers
- Unlimited streaming as part of 5G is likely to promote pay-TV providers' apps

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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BT retains grip of broadband market

Virgin Media brings 1GBps internet speeds to consumers

BT starts Halo plan with a focus on customer service

BT also partners with Google to offer exclusive Stadia gaming package

Virgin Media adds Amazon Prime Video to TV platform

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- Virgin Media brings 1GBps internet speeds to consumers
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- Almost 40% of TV subscribers use providers' apps
- Virgin Media customers most likely to have quadplay
- Customer service experience the key differentiator after price and product quality
- Data allowance key in using 5G to replace home broadband

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Data allowance key in using 5G to replace home broadband

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